# Community Based Social Marketing Worksheet

## Name:

Click here to enter text.

## Step 1: Selecting Behaviors

* **What is the problem you are trying to solve (e.g. reducing paper waste in the office)?**

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* **What is the specific behavior you are trying to change (e.g. get people to use own mug instead of paper cup)?**

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* **Whose behavior needs to change (e.g. professors who print-out course material)?**

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* **What stage of change are they in?**

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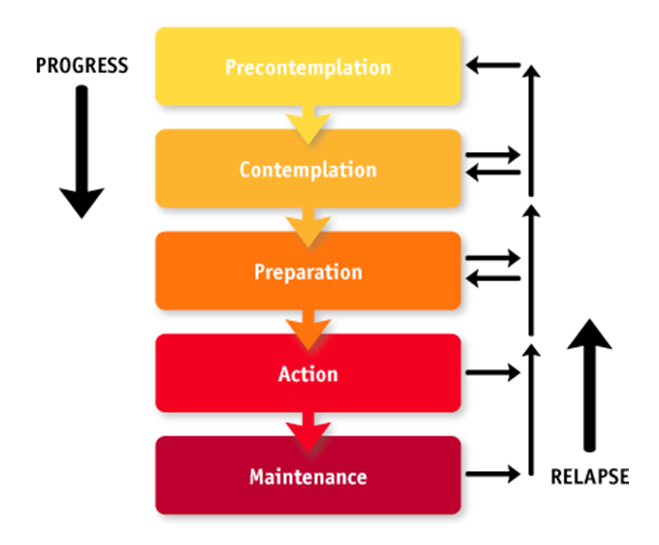


Figure 1. Stages of Change

## Step 2: Identify Barriers and Benefits

* **Are there any of the following barriers to behavior change?**
  + **Infrastructural (e.g. no recycling bins, printer doesn’t print double sided)**

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* + **Organizational (e.g. you don’t know who the decision maker is to get something changed, financial systems don’t allow the change)**

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* + **Social dynamics (e.g. your ‘audience’ doesn’t want to be seen as different, they’re resistant to change, your status within the office inhibits your ability to introduce new behavior)**

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* + **Individual (attitude, habits, lack of knowledge)**

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* **What benefits will the person see from performing the new behavior? (e.g. new behavior is easier, more satisfying, saves money, provides recognition)**

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## Step 3: Develop Strategies

* **What communication strategies will you use to communicate with your audience? (think about the Alpha vs. Omega strategies and framing)**

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* **What tools will you use? (e.g. commitments, prompts, norms, incentives, enhanced conveniences, adding infrastructure, etc.)**

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## Steps 4 & 5: Implementation

* **Do you need to pilot test your campaign?**

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* **When will you start?**

Click here to enter text.

* **Who do you need to help you?**

Click here to enter text.

* **Do you need any resources?**

Click here to enter text.

## Step 6: Evaluation

* **How will you measure success?**

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